

Message Text

UNCLASSIFIED

PAGE 01 BERN 01914 250954Z
ACTION EUR-12

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P 250930Z APR 78
FM AMEMBASSY BERN
TO SECSTATE WASHDC PRIORITY 6152

UNCLAS BERN 1914

TO 11652: N/A
TAGS: BEXP, SZ
SUBJ: DIRECT RELAY TELEGRAM

TO: MR LOUIS H YOUNG
EDITOR-IN-CHIEF
BUSINESS WEEK
MCGRAW-HILL BUILDING
1221 AVE OF THE AMERICAS
NEW YORK, NY 10020
TELEX: 12-7960

SIR:

CONGRATULATIONS ON YOUR COMPREHENSIVE AND TIMELY
REVIEW OF CONSIDERATIONS FRUSTRATING AMERICAN EXPORT
GROWTH (THE RELUCTANT EXPORTER - APRIL 10).
OUR STAFF, WORKING AS A MARKETING TEAM, HAS EMPHASIZED
TO THE SWISS AND OTHERS IMPROVEMENT IN US EXPORT
COMPETITIVE POSITION AND THE PROGRAM IS WORKING.
ON MAY 17 IN BERN, THE EMBASSY IS SPONSORING A
MEETING FOR BOTH SWISS AND INDUSTRIAL IMPORTERS
AND AMERICAN EXPORTERS. JUNE 15 WE HAVE SCHEDULED
THE SAME TYPE MEETNG WITH AMERICAN AGRICULTURAL
EXPORTERS AND SWISS IMPORTERS. WE HOPE "PERSONAL
CHEMISTRY" AND THE EMBASSY ACTING AS CATALYTIC
AGENT CAN BRIDGE SOME OF THE SHORTCOMINGS CITED IN
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YOUR ARTICLE, AND INCREASE AMERICAN EXPORTS.
MARVIN L WARNER, AMERICAN AMBASSADOR, BERN,
SWITZERLAND.
WARNER

NOTE BY OC/T: PASSED ABOVE ADDRESSEE.

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NNN

Message Attributes

Automatic Decaptioning: X
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Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 25 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Litigation Codes:
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Original Classification: UNCLASSIFIED
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Review Exemptions: n/a
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SAS ID: 2864072
Secure: OPEN
Status: NATIVE
Subject: DIRECT RELAY TELEGRAM TO: MR LOUIS H YOUNG BUSINESS WEEK
TAGS: BEXP, SZ
To: STATE
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